

Copy Guidelines

All ads are subject to Ad Review. Ads that do not comply with the following guidelines may be paused until revisions are made.

Room Rates are not allowed in ad copy	Prices in ads are variable and must match search dates and the currency conventions of the host site. Because of this, we do not allow you to include room rates in your ad copy. The system will populate prices into the upper right corner of your ad in most cases.
Currency or Percentage based Rate Offers	Offers referencing currency will not be allowed in your ad copy - e.g., "Upgrade for \$20 per night." Offers showing a percentage discount are not allowed- e.g., "..up to 40% off."
Promotional Offers	Gift cards or resort credits are allowed in your ad. "Enjoy up to \$100 in Resort Credits". Use the local currency of the hotel.
Superlative Claims	You may include third-party recognition such as "Voted 'Best Service' three years in a row." However, subjective claims that demonstrate superiority, and are a matter of opinion, are not allowed (e.g., "We're the best").
Competitive or Comparative Claims	Statements such as "We're better than" or comments about other properties are not allowed.
False or Misleading Claims	False or misleading claims are not permitted.
Spelling and Grammar	Make sure you follow basic spelling and grammar conventions. Common abbreviations are fine.
Capitalization	Capitalize the first letters of words in the headline and the first letter of a sentence. Capitalization of each letter in a word, such as "HOT" or "FREE" is not allowed.
Inappropriate Language	Do not include inappropriate, offensive or suggestive language in your ad.
Punctuation, Symbols and Gimmicky Language	Nonstandard spacing (W-O-W), punctuation (Free!!!!), symbols (**Great**) or gimmicky language (U R gr8!) are not permitted. Hashtags are not allowed.
Exclamation Points	No exclamation points may be used in the headline.
Repetition	Do not repeat the same word, such as "Hot hot hot rates."
Contact Information	Website addresses, phone/fax numbers and email addresses are not allowed in your ad content.
International Ads	All ad copy must be in the language of the host site. Specific words that do not translate from English (landmark names, etc) are accepted in non-English points of sale.

Creative Effective Ads

Effective ads include a targeted headline with specific, concise ad copy. Top performing ads typically:



Highlight an offer or promotion.



Include a specific hotel feature, neighborhood or regional attraction.



Include words that communicate value, innovation or appeal.



Use body copy that is easy to read and relevant. Rather than restating a feature or promotion from the headline, use the body copy to promote another attractive aspect of your hotel.



Inspire travelers to visit your hotel & destination - use positive messaging & enticing imagery



Localize in any of our 11 languages – Engage travelers in English, French, German, Italian, Spanish, Japanese, Korean, Mandarin, Thai, Portuguese and Swedish



Customize messages based on path of purchase, language, and imagery
